GOVERNMENT OF INDIA
EXTERNAL AFFAIRS
LOK SABHA

UNSTARRED QUESTION NO:4219
ANSWERED ON:24.08.2005
DEROGATORY DEPICTION OF INDIAN GOD
Naik Shri A. Venkatesh;Shivanna Shri M

Will the Minister of EXTERNAL AFFAIRS be pleased to state:

(a) whether it has come to the notice of the Government that a French fashion group Minelli is selling shoes with the image of Hindu God, Lord Rama;

(b) if so, the facts of the said matter;

(c) whether the matter has been raised with the concerned authorities; and

(d) if so, their reaction thereto?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF EXTERNAL AFFAIRS (RAO INDERJIT SINGH)

(a & b) Yes Sir. A French private company M/s Vivarte had depicted the image of the Hindu God Lord Rama on its Minelli brand footwear.

(c & d) Yes Sir, the Indian Mission in Paris immediately took up the matter with the concerned company M/s Vivarte, urging them to withdraw the said footwear from the market. Subsequently, several reports have confirmed that the company had indeed withdrawn the said shoes from the market and disposed them off in an appropriate manner. The matter is being closely monitored by our missions in all European countries.